

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

BFI2024 – ERP FINANCIAL INFO SYSTEMS & SD

(All sections / Groups)

12th OCTOBER 2019

9.00am – 11.00am

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 pages (including cover page) with FOUR (4) questions only.
2. Attempt ALL questions.
3. All questions carry equal marks and the distribution of marks for each question is given.
4. Please write all your answers in the Answer Booklet provided.

QUESTION 1 (25 marks)

A growing number of businesses draw on their knowledge of what customers value, and would value, to gain marketplace advantages over their less knowledgeable competitors. They developed *customer value models*, which are data-driven representations of the worth, in monetary terms, of what the business is doing or could do for its customers.

Required:

- i) Discuss **TWO (2)** general strategies of using effective cost information that could increase customer value. (10 marks)
- ii) Discuss **THREE (3)** reasons for the need of an ERP system in an organization. (15 marks)

QUESTION 2 (25 marks)

Every organization manages people, purchases products and services, sells (or gives away) something and accounts for money. The way each activity is handled will vary, but every enterprise performs these basic functions. In most cases, it is more effective to handle these processes through an integrated software platform than through multiple applications never designed to work together. That's where enterprise resource planning (ERP) systems come in.

Required:

- i) Explain **THREE (3)** hidden costs of implementing ERP systems. (15 marks)
- ii) Elaborate **FOUR (4)** benefits of implementing ERP systems. (10 marks)

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QUESTION 3 (25 marks)

According to Snow (as cited in Mukherji, 2002), both efficiency and effectiveness are essential to overcoming the increased competitive environment; companies must adapt lowering costs while increasing speed to market and innovation. In fact, it is important that the organization can respond with flexibility and efficiency to the market.

Required:

- i) Discuss **FOUR (4)** ways how companies can achieve effectiveness and efficiency in their business processes. (16 marks)
- ii) Define and discuss **business integration**, with relevant examples. (9 marks)

QUESTION 4 (25 marks)

Davenport (1993) suggested that significant improvements can be achieved when organizations integrate and automate their processes at both enterprise and cross-enterprise levels. In doing so, organizations could coordinate the development of common business processes and IT infrastructures which better support business goals and vision. Improvements on existing processes often require changes in the organizational structure and/or the IT architecture. However, the transition to a process-centric organization is not an easy task.

Required:

- i) Discuss **FOUR (4)** issues associated with the transition to a process-centric organization, with relevant examples. (16 marks)
- ii) Identify **THREE (3)** levels of information planning and control. (9 marks)

END OF QUESTION PAPER